



QUEEN'S ATHLETICS & RECREATION | **VISUAL IDENTITY GUIDE**

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MORE INFORMATION

For more information on the Queen's Athletics & Recreation visual identity, its licensing and its use please contact:

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INTRODUCTION

QUEEN'S ATHLETICS & RECREATION VISUAL IDENTITY GUIDE

Athletics & Recreation programs provide a unique point of interaction with a broad spectrum of constituents.

Athletics teams often serve as ambassadors to the world, and Athletics & Recreation events provide a rallying point for alumni, students and the campus and Kingston communities. Participation in recreational and physical health activities is equally important, contributing positively to the health and well-being of the university and surrounding community.

The representation of the Athletics & Recreation brand, an approved sub-brand of Queen's University, in these programming areas plays a significant role in shaping perceptions - from the heritage and traditions to the spirit of Queen's.

Varsity sports have been synonymous with Queen's since the inception of the University, and both students and alumni have a strong connection to the programs. The brand marks for Queen's Athletics & Recreation is one of the most important players in our department. It serves as the visual focal point for Athletics & Recreation, capturing the pride and spirit of our teams, clubs and programs, their fans and supporters, our school and its long history and legacy of athletics.

This guide promotes a unified brand for the Queen's Athletics & Recreation programs that is broad and flexible enough to achieve specific goals, but will reinforce the connection to Queen's University, and will enhance brand awareness and strengthen our reputation within the community.

The document ensures the Queen's Athletics & Recreation visual identity is applied and positioned across all communication platforms in a strong and consistent manner. Just as we take pride in our teams, we must also take pride in our brand mark, making a concerted effort to respect and protect it. Consistency in the application of our brand marks with respect to colour, fonts and other elements of our visual identity is critical to its success. Your commitment and support will contribute to the long-term, overall growth and development of the Queen's Athletics & Recreation brand.

This visual identity guide is for Queen's Athletics & Recreation only. The university has its own visual identity and brand standards document, which can be found on the University Marketing department website.



1965-2007



2008-2015



2016-Present

IDENTITY ELEMENTS

QUEEN'S ATHLETICS & RECREATION VISUAL IDENTITY IS COMPRISED OF PRIMARY AND SECONDARY MARKS.

The primary mark is the mark of choice and should be used whenever possible to help build recognition and pride in our teams and programs. This mark features the iconic letter mark "Q".

The primary mark should be used predominantly in its tricolour version. The one colour version should be used when colour printing is limited (e.g. a newspaper ad) or when reproducing in black (fax, photocopy and single-colour imprinting).

The Queen's Athletics & Recreation primary mark identifies the Queen's University Athletics & Recreation Department only. It is not intended to replace the official Queen's University logo.

There are two secondary marks, the Gaels mark and the University Athletic mark. Both of these secondary marks may be used in place of the primary mark when appropriate. The following pages describe in detail the reproduction requirements related to the use of the primary and secondary marks.

NOTE

Stacking of the primary and secondary marks is not permitted. They are not to be used together in any application.

The primary and secondary marks must be used in their entirety and may not be altered in any way without the approval of Athletics & Recreation.

PRIMARY MARK



GAELS SECONDARY MARK



UNIVERSITY ATHLETIC SECONDARY MARK



PRIMARY MARK

PROUD, STRONG, BOLD, INSPIRING, SUCCESSFUL...

The Athletics & Recreation logo is a promise, one that Queen's makes to all of its audiences - prospective students, current students, student-athletes, faculty, staff, alumni, supporters and friends. The logo reflects our proud past, our current strength, and a bold future. The logo promises continued excellence and competitive spirit. It distinguishes Queen's athletics programs from its competitors. It is instantly recognizable and is readily associated with Queen's University.

The logo retains the historical use of the letter "Q", with a simplified, dynamic and fresh looking treatment. Its forward tilt suggests progressive movement, ongoing aspiration and desire for success. Queen's tricolour, the famed red, blue and

gold combination, is clearly represented in both the primary and secondary logos, with gold the dominant colour. Red and blue are less prominent, but are no less important to represent the traditional elements of the brand.

The logo has been designed to bring together all of the Athletics & Recreation programs under a common identifiable logo, yet the architecture allows for distinctiveness of each of the teams, clubs and programs.

The look is bold, simple and uniquely "Queen's" in nature, reflecting the vision to be the leading Athletics & Recreation program in Canada.



"It is important that our identity reflects the attributes of our athletes, while being highly recognizable and respecting the traditions and history of our athletics programs"

Lesile Dal Cin
Executive Director, Athletics & Recreation

GAELS SECONDARY MARK

The secondary Gaels marks can be used in a variety of applications in place of the primary mark.

NOTE

Use of the Gaels "Sport Team" secondary mark must be approved in advance by Athletics & Recreation. No other text can be placed immediately above or below the secondary marks unless approved by Athletics & Recreation.

GAELS SECONDARY MARK
(BLUE OUTLINE)



GAELS SECONDARY MARK
(RED OUTLINE SHOWN)



GAELS SECONDARY MARK
(SPORT TEAM - RED OUTLINE SHOWN)



GAELS SECONDARY MARK
SINGLE COLOUR



UNIVERSITY ATHLETIC SECONDARY MARK

The secondary University Athletic mark can be used in a variety of applications in place of the primary mark.

NOTE

Use of the University Athletic "Sport Team" secondary mark must be approved in advance by Athletics & Recreation. No other text can be placed immediately above or below the secondary marks unless approved by Athletics & Recreation.

UNIVERSITY ATHLETIC SECONDARY MARK
(BLUE OUTLINE)



UNIVERSITY ATHLETIC SECONDARY MARK
(RED OUTLINE)



UNIVERSITY ATHLETIC SECONDARY MARK
(SPORT TEAM - BLUE OUTLINE SHOWN)



UNIVERSITY ATHLETIC SECONDARY MARK
SINGLE COLOUR MARK



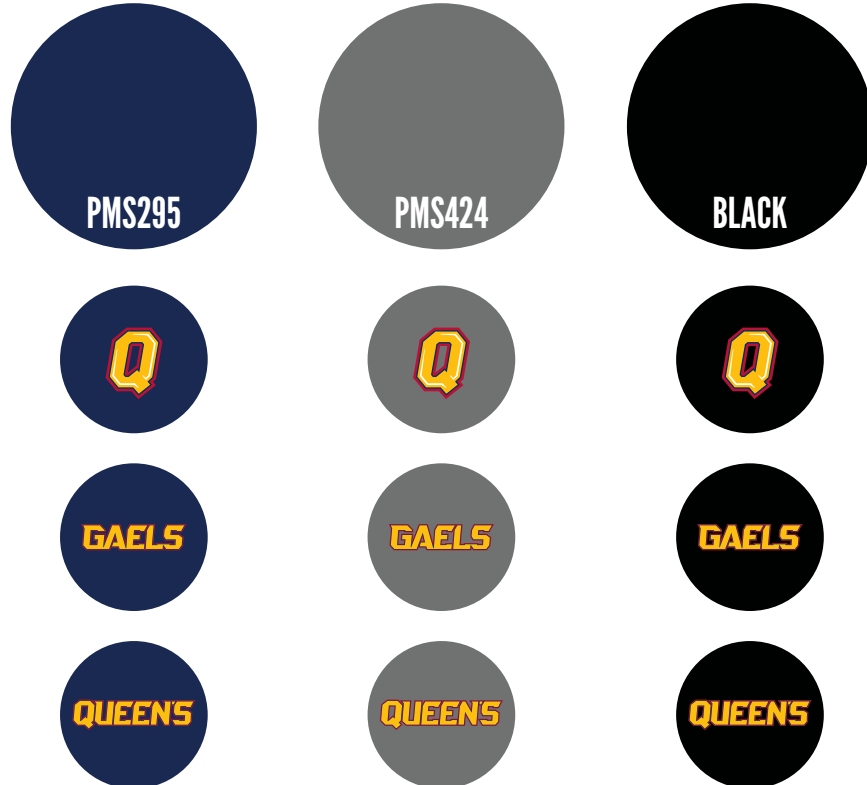
QUEEN'S LOGOS - BLUE OUTLINE

When imprinting on the colours gold, red and white, ensure the blue outlined logos are used. The lettermark Q is the primary logo; however, the other logos outlined to the right are also available.



QUEEN'S LOGOS - RED OUTLINE

When imprinting on the colours blue, grey and black, ensure the red outlined logos are used. The lettermark Q is the primary logo; however, the other logos outlined to the right are also available.



APPROVED COLOUR PALETTES

PRIMARY COLOUR

The Queen's Athletics & Recreation primary colours are similar to the Queen's University tricolour palette. However, the Athletics & Recreation Department has adopted the Queen's gold as its primary colour.

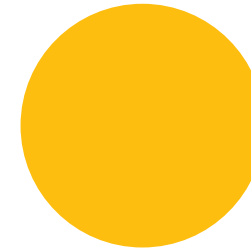
SECONDARY COLOURS

The Queen's blue serves as a secondary colour for Athletics & Recreation. Red is used as an accent colour. Gold, red and blue can all be used as background colours. When choosing fabrics items such as t-shirts, try to match the tricolour as closely as possible, or use white, black and grey.

NOTE

Because of variations in print and display technologies, these colours as printed here may not appear accurately. Please use colour numbers provided when specifying or selecting colours.

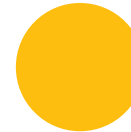
PRIMARY COLOUR



PMS 124

C 0	R 254
M 27	G 190
Y 100	B 16
K 0	

SECONDARY COLORS



PMS 124

C 0	R 254
M 27	G 190
Y 100	B 16
K 0	



PMS 295

C 100	R 0
M 68	G 48
Y 8	B 94
K 52	



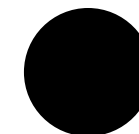
PMS 187

C 5	R 183
M 100	G 18
Y 71	B 55
K 22	



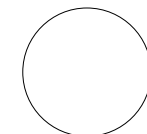
PMS 424

C 30	R 101
M 22	G 105
Y 19	B 110
K 53	



BLACK

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	



WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

BACKGROUND COLOURS

USING BACKGROUND COLOURS

The Queen's Athletics & Recreation marks can appear only on a background of white, black, gray or one of the Queen's tricolours. See page 10 for colour specifications.

Note that the appropriate red or blue (outlined) logo should be used when placing the logo/mark on the approved colours (see pages 8 and 9).

NOTE

Deviation from these six background colours (gold, red, navy, gray, black and white) is not permitted without the prior authorization of the Athletics & Recreation Department.

APPROVED BACKGROUND COLOURS



SINGLE COLOUR MARK (BLACK & WHITE)

These are used in situations where use of the full colour versions of the primary and secondary marks cannot be used.

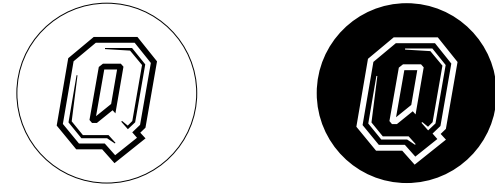
In single or two-colour print jobs, the Athletics marks should be reproduced in either black or reversed (knocked out). The background colour used must contain enough contrast so that the logo maintains legibility.

Grey scale versions of the Athletics mark are never to be used under any circumstances.

NOTE

See page 13 for single colour logo applications.

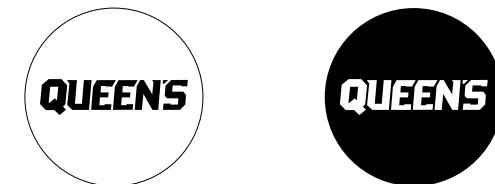
PRIMARY MARK IN BLACK AND WHITE



GAELS MARK IN BLACK AND WHITE



UNIVERSITY ATHLETIC MARK IN BLACK AND WHITE



SINGLE COLOUR MARK

The adjacent colour palletes provide direction on the approved logo colours for use with single colour logo applications. The colour combinations are applicable to all single colour logos illustrated in this guide.

NOTE

All garment design/decoration must be approved in advance by the Athletics & Recreation Department.

In certain garment applications it may be necessary to deviate from these standards. The Athletics & Recreation Department has sole discretion in all design and application.

SINGLE COLOUR APPLICATIONS



CLEAR SPACE

The primary and secondary marks must be positioned in a place of prominence, free of visual clutter and reproduced at a size that respects its significance and allows it to be easily read.

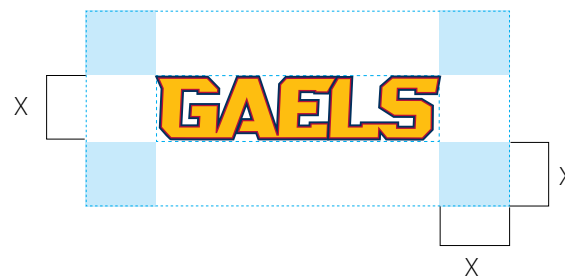
CLEAR SPACE

A minimum amount of clear space must be maintained on all sides of the mark to optimize its visual impact. Using the thickness of the top part of the "Q" to represent "X", there must be clear space on all sides of the mark equal to 1X. No text, pattern, texture or graphic element should appear in this space.

For secondary marks, using the height of the letter as "X", there must be clear space on all sides of the mark equal to 1X. No text, pattern, texture or graphic element should appear in this space unless approved by Athletics & Recreation.

NOTE

No other logos or words may be placed in close proximity to the Queen's marks without the approval of Athletics & Recreation.



MINIMUM SIZE

MINIMUM SIZE (PRIMARY MARK)

A standard for minimum size ensures that the primary mark is always legible. In print applications the height of the primary mark should never be less than 0.75 inches. In digital applications the height of the mark should never be less than 72 pixels. In embroidery applications the height of the mark should never be less than 1.50 inches.

MINIMUM SIZE (SECONDARY MARK)

A standard for minimum size ensures that the secondary mark is always legible. In print applications the height of the secondary mark should never be less than 0.5 inches. In digital applications the height of the mark should never be less than 72 pixels. In embroidery applications the height of the mark should never be less than 0.5 inches.

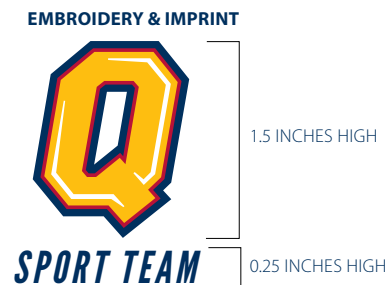
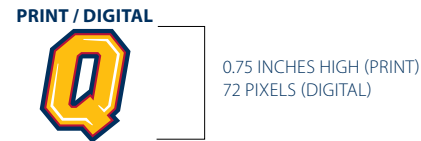
MINIMUM SIZE (SPORT TEAM VERSIONS)

When applicable, the size of the “sport team” in the secondary mark must be determined in consultation with Athletics & Recreation and should be a minimum 0.25” high. The “sport team” should always be 1/2 the size in height of the secondary mark.

NOTE

Any deviation from the minimum sizes listed here must be approved by Athletics & Recreation. Logos on this page are not to scale.

As a general rule, the height of the logo will determine the width. Deviations from standard sizes must be approved by Athletics & Recreation.



IDENTITY APPLICATION

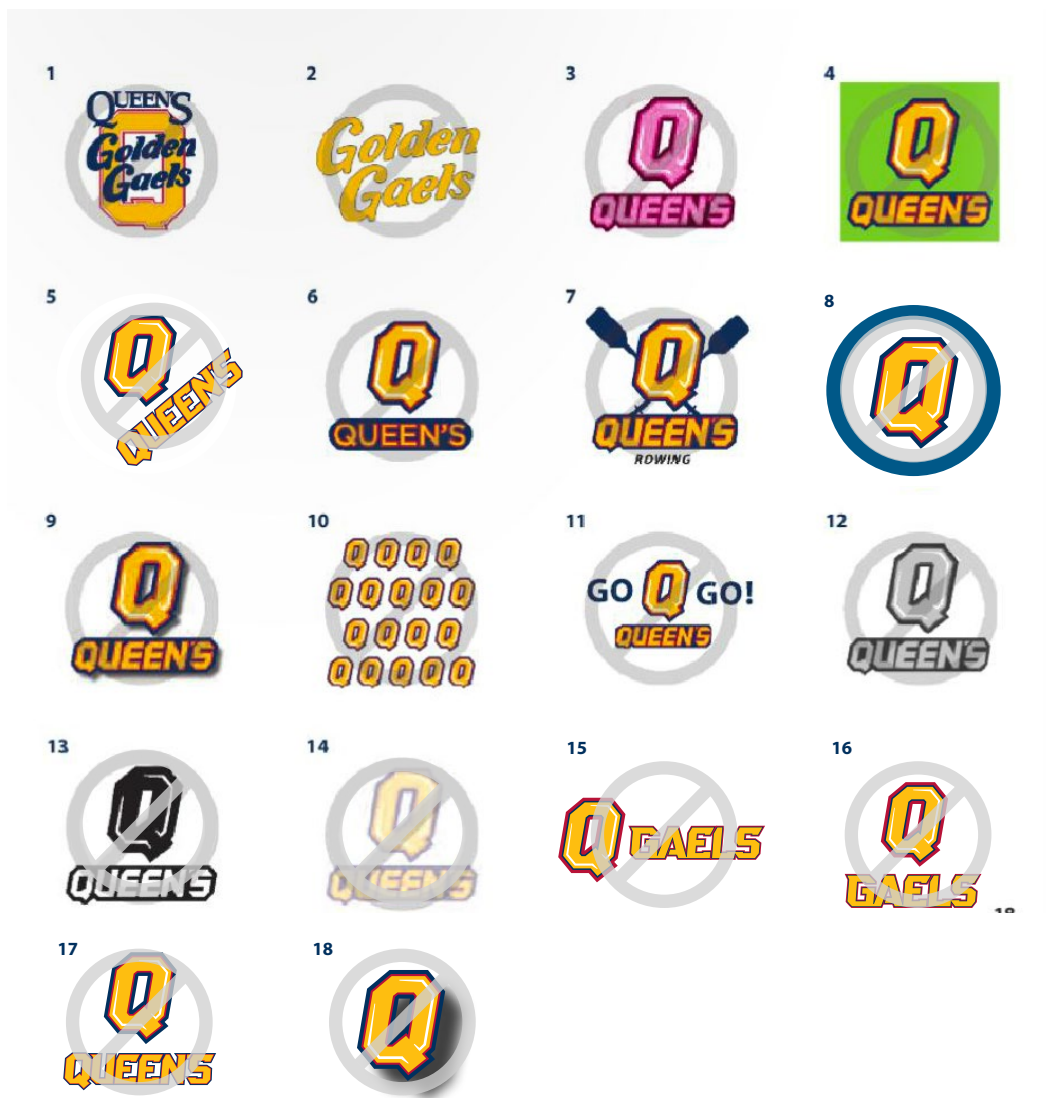
MISTAKES TO AVOID

To maintain the integrity of the Queen's Athletics & Recreation marks and build brand equity, we must apply them with accuracy and consistency. The following is a list of rules and accompanying examples of ways in which the logo cannot be used. However, mistakes to avoid are not limited to these rules:

- 1 & 2: Never use pre-existing artwork or secondary marks.
- 3: Never reproduce the identity in colours other than those specified in this document.
- 4: Never place the mark on unofficial background colours.
- 5: Never change the position, size or scale of the elements.
- 6: Never recreate the mark using a different font.
- 7: Never attempt to add elements or to create an unauthorized name.
- 8: Never contain the mark within a shape.
- 9: Never alter the mark with the addition of special effects (e.g. shadowing).
- 10: Never use the identity or any of its elements to create a pattern.
- 11: Never use the logo or any element of it within a sentence or body of text.
- 12: Never convert colour logos to gray scale.
- 13: In black and white versions, never have a filled in black or white "Q".
- 14: Never reproduce the logo ghosted or in a tint.
- 15: Never place the "Q" beside the Gaels logo (stacking).
- 16: Never place the "Q" above or below the Gaels logo (stacking).
- 17: Never stack the "Q" and "Queen's" logo together.
- 18: Do not place drop shadows on the "Q" or any secondary logos.

NOTE

Athletics & Recreation has final approval rights for all usage of A&R's primary and secondary marks. A&R also reserves the right to use the marks, for its own purposes, in ways that may contravene these guidelines.



FONTS

MARKETING AND COMMUNICATIONS MATERIALS

Queen's Athletics & Recreation fonts are from the Myriad Pro family. As a general guide, Myriad Pro Bold should be used for all headlines. In some cases League Gothic will be used for title fonts. Myriad Light should be used for body text. In cases where legibility might become an issue, Myriad Pro Light may be replaced by Myriad Pro Regular, (e.g. when reversed out of solid colour). These fonts are readily available for purchasing and downloading from the web, in both Macintosh and PC formats, from most type vendors including www.typekit.com

DAILY CORRESPONDENCE & ELECTRONIC COMMUNICATIONS

For daily correspondence and electronic communications, including the use of electronic templates (e.g. MS Word), the TrueType fonts Arial, Verdana, Calibri or Corbel can be used in place of Myriad Pro. Arial font is widely available and installed on most computers.

NOTE

The exception to the standard font is in uniforms where a specific font and numbering system is in place.

No other fonts are to be used other than those listed on this page. On occasion Athletics & Recreation will use other fonts as per their discretion. Any fonts not on this page must be approved by Athletics & Recreation. If you require further assistance you can contact our Graphic Designer at: graphic.design@gogaelsgo.com

PRIMARY FONTS

To be used whenever possible, including print, web, garment/clothing and high exposure communication materials. Can be purchased from: typekit.com

TITLE FONT

LEAGUE GOTHIC (CAPS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBTITLE FONT

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY FONT

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY FONTS

Secondary fonts may be used when primary fonts are unavailable. Can be downloaded from:

fonts.google.com

TITLE SECONDARY FONTS

FJALLA ONE (CAPS ONLY)

ABCDEFGHIJKLM

SUBTITLE SECONDARY FONTS

Open Sans Semibold

ABCDEFGHIJKLM

abcdefghijklmnop

BODY SECONDARY FONTS

Open Sans Regular (web font)

ABCDEFGHIJKLM

abcdefghijklmnop

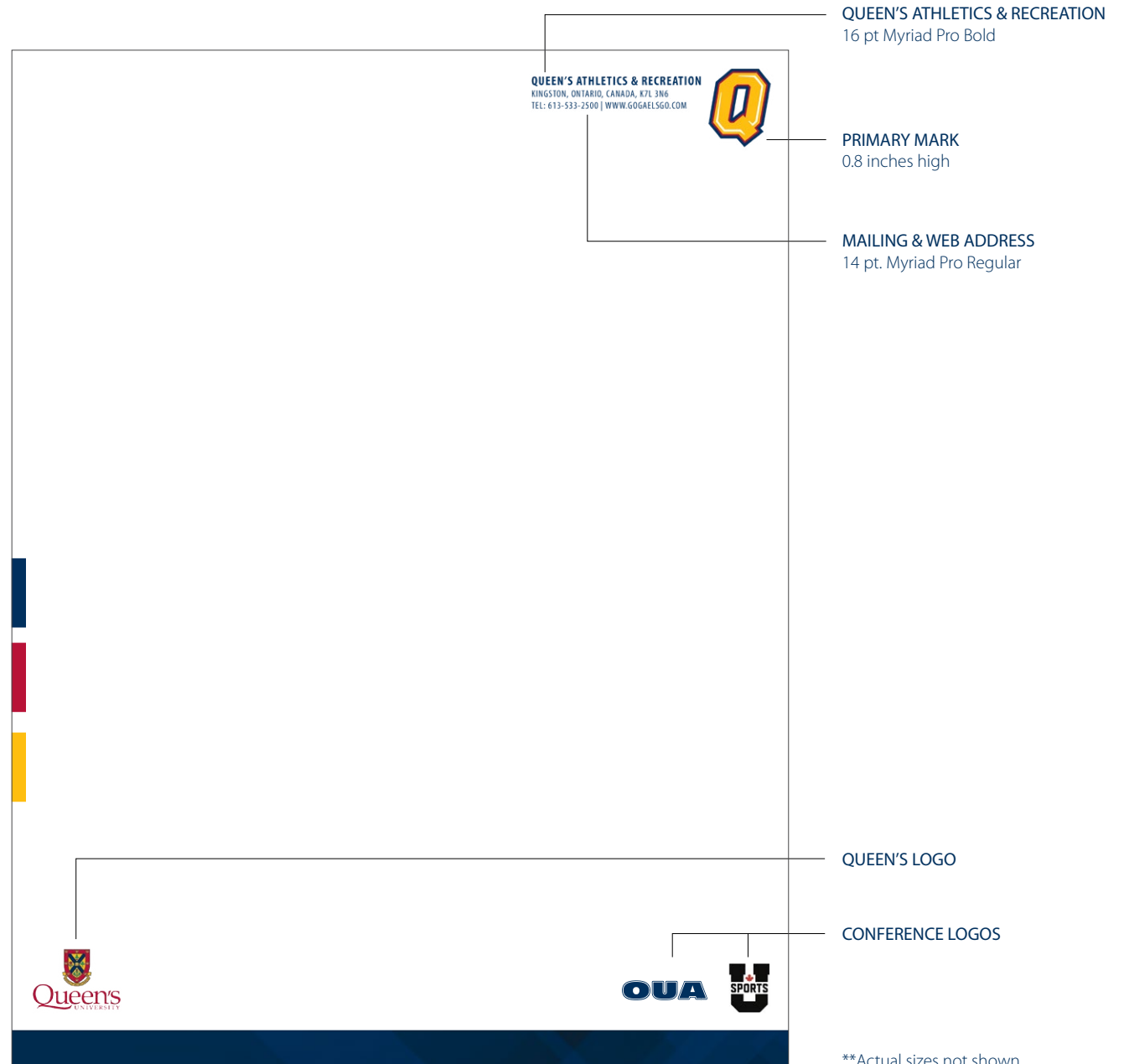
STATIONARY

LETTERHEAD



NOTE

When using the Athletics & Recreation logo in conjunction with the Queen's University logo, the two logos should appear at opposite corners of the document (as seen in the letterhead to the right and the ad above).



UNIFORMS

UNIFORM

Queen's Athletics & Recreation visual identity standards shall be used in all uniform application.

COLOUR HIERARCHY

Each uniform (home, away and alternate) uses the Queen's Athletics & Recreation tricolour and uses one of the colours as a dominant and the other two as support colours dependent on whether the team is home, away or requires an alternate uniform. The charts to the right indicate the percentages that should be attributed to each colour.

FONT TYPE

The correct uniform mark, font type and placement is determined each uniform cycle by the department. This is for both naming and numbering. In certain situations fonts other than the selected font will be used; however, Queen's Athletics & Recreation has full approval and discretion over all uniforms.

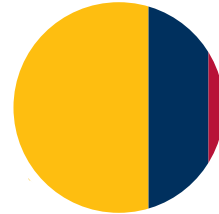
ASSOCIATION LOGOS

Where approved, association logos are to go on the opposite chest location of the manufacturer's logo.

NOTE

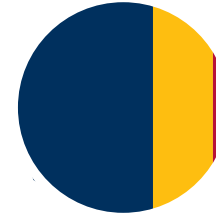
All uniforms must be reviewed and approved by Queen's Athletics & Recreation in advance of ordering.

UNIFORM COLOUR HIERARCHY



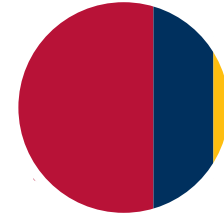
HOME

Primary – 75% gold
Secondary – 20% blue
Tertiary – 5% red



AWAY

Primary – 75% blue
Secondary – 20% gold
Tertiary – 5% red



ALTERNATE

Primary – 75% red
Secondary – 20% blue
Tertiary – 5% gold



MORE INFORMATION

For more information on the Queen's Athletics & Recreation visual identity, its licensing and its use please contact:

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Marketing, Communications and Events**

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Canada K7L 3N6

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